

mailing #3

AUGUST 19, 1993

"CARDS"



Here's the deal. "Cards" is a volume generating program that plays to competitive smokers. The message? Merit stacks the deck on flavor at low tar. With valuable coupons and a Merit Playing Card bounceback offer, we bet it draws interest and raises demand.

Combined with attached survey and premium gift order form



For Merit 2, value like order envelope



Cigarette order form Aug. 19/19, 1993



GET IN ON THE ACTION!

You can get the most out of these exciting programs by following a few easy steps:

- 1. Fill out the survey about the smoking program
- 2. Attach your card to the survey form
- 3. Mail your card to the survey form
- 4. Fill out the survey form
- 5. Attach your card to the survey form
- 6. Mail your card to the survey form

mailing #4

AUGUST 19, 1993

"THE LIGHTER SIDE OF MORNING"



from Merit

The successful "Lighter Side" theme rises again with "The Lighter Side of Morning." Merit smokers will appreciate the coupons, the quality premium offers and the special morning crossword puzzle created just for Merit. This campaign keeps building relationships for us!

Combined with attached survey and premium gift order form



For Merit 2, value like order envelope



Cigarette order form Aug. 19/19, 1993



CHARTS



Cigarette order form Aug. 19/19, 1993



For Merit 2, value like order envelope



Cigarette order form Aug. 19/19, 1993

For Merit 2, value like order envelope



Never send customers returns all four before a customer can buy cigarettes